


PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Vince Occhuito  
FROM: Paul Degener   
SUBJECT: Sell Sheets - Early Delivery

DATE: January 16, 1991

This requests that we make every effort to deliver a supply of the Cambridge "Free Travel Atlas" and the Alpine "Cold Cash" Sell Sheets to Mike DeMarzo for early distribution.

Per the attached memo we should deliver 5,000 of the Alpine Sell Sheet (POS# 48319) and the Cambridge (die cut map in envelope) Sell Sheet (POS# 49720) to M. DeMarzo at 100 Park Ave. by January 21st.

This policy has been established for each promotion being conducted in the second quarter.

If I can provide anything further please call.

cc: M. Antonoff  
T. Beane  
L. Cappelli  
M. DeMarzo  
A. Goldfarb  
J. Greene  
M. Mahan  
A. MacRae  
J. Spector

2042814341